

# ***Multidimensional Data Analysis for Product Positioning and Elicitation of Consumer Preference***

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## **Abstract**

Following Paul Green & al (1990), we can assert that Conjoint Analysis is one of the best suited techniques for dealing with situations in which a decision maker has to choose among options that simultaneously vary among two or more characteristics. For years researchers from a variety of disciplines - economics, operations research, psychology, statistics, marketing, and business - have studied aspects of the multi-attribute choice problem. After the model estimation phase, the data visualisation and interpretation is aided by several graphical representations (Preference Map). Multidimensional data analysis techniques are usually carried out on the derived trade-off information (part-worth coefficients) to derive factorial syntheses able to explain and visualise, in a two-dimensional space, the whole amount of information about both respondents and stimuli characteristics. The seminar will comprise some new extensions to the classical multidimensional scaling techniques and clustering methods used after a Conjoint Analysis study.

## **References**

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